

PUBLIC RELATIONS MAJOR, BS

Campus: Westchester

General Track

Course	Title	Credits
First Year		
Fall		
UNV 101	First-Year Seminar: Introduction to University Community	1
CIS 101	Introduction to Computing	3
ENG 110 or ENG 120	Composition (Depending on placement exam results) or Critical Writing	3
MCA 180	Introduction to Public Relations	3
Two Learning Community (LC) courses		6
Credits		16
Spring		
See advisor for approved MAT selection		3
MCA 264	Public Relations Research	3
One elective course in subject MCA		3
Open Elective Course		3
ENG 120	Critical Writing	4
Credits		16
Second Year		
Fall		
One elective course in subject MCA		3
One elective course in subject MCA		3
One elective course in subject MCA		3
Take any one remaining Area of Knowledge course		3
One Civic Engagement (CE) course		3
Credits		15
Spring		
Take any one remaining Area of Knowledge course		3
Open Elective Course		3
One elective course in subject MCA		3
One elective course in subject MCA		3
ENG 201	Writing in the Disciplines	3
Credits		15
Third Year		
Fall		
Take any one remaining Area of Knowledge course		3
First Second Language Course. See Advisor for guidelines		3
One Lab science course		3
Open Elective Course		3
One elective course in subject MCA		3
One elective course in subject MCA		3
Credits		18
Spring		
Take any one remaining Area of Knowledge course		3
Take any one remaining Area of Knowledge course		3
Second Language Course, if applicable		3
One elective course in subject MCA		3

Open Elective Course		3
One elective course in subject MCA		3
Credits		18
Fourth Year		
Fall		
Take any one remaining Area of Knowledge course		3
Take any one remaining Area of Knowledge course		3
COM 200	Public Speaking	3
MCA 393	Intern Program I	3
Open Elective Course		3
Credits		15
Spring		
Take any one remaining Area of Knowledge course		3
Open Elective Course		3
Open Elective Course		3
One elective course in subject MCA		3
MCA 497	Public Relations Campaigns	3
Credits		15
Total Credits		128

Public Relations, BS/Communications and Digital Media, MA Track

Course	Title	Credits
First Year		
Fall		
UNV 101	First-Year Seminar: Introduction to University Community	1
CIS 101	Introduction to Computing	3
ENG 110 or ENG 120	Composition (Depending on placement test results) or Critical Writing	3
MCA 180	Introduction to Public Relations	3
Two Learning Community (LC) courses		6
Credits		16
Spring		
See advisor for approved MAT selection		3
MCA 264	Public Relations Research	3
One elective course in subject MCA		3
ENG 120	Critical Writing	4
Open Elective Course		3
Credits		16
Second Year		
Fall		
One elective course in subject MCA		3
One elective course in subject MCA		3
One elective course in subject MCA		3
Take any one remaining Area of Knowledge course		3
One Civic Engagement (CE) course		3
Credits		15
Spring		
Take any one remaining Area of Knowledge course		3
One elective course in subject MCA		3
Open Elective Course		3
One elective course in subject MCA		3

ENG 201	Writing in the Disciplines	3
Credits		15
Third Year		
Fall		
Take any one remaining Area of Knowledge course		3
First Second Language Course. See Advisor for guidelines		3
One Lab science course		3
One elective course in subject MCA		3
One elective course in subject MCA		3
Credits		15
Spring		
Take any one remaining Area of Knowledge course		3
Take any one remaining Area of Knowledge course		3
Second Language Course, if applicable		3
Open Elective Course		3
One elective course in subject MCA		3
One elective course in subject MCA		3
Credits		18
Fourth Year		
Fall		
Take any one remaining Area of Knowledge course		3
Take any one remaining Area of Knowledge course		3
COM 200	Public Speaking	3
MCA 393	Intern Program I	3
MCA 601	Industry Theory and Practice	4
Credits		16
Spring		
Take any one remaining Area of Knowledge course		3
MCA 603	Effective Speaking for Industry Professionals	4
MCA 610	Communications Research	4
One elective course in subject MCA		3
MCA 497	Public Relations Campaigns	3
Credits		17
Fifth Year		
Fall		
MCA 602	Writing for Organizations	4
One elective course in subject MCA		4
One elective course in subject MCA		4
Credits		12
Spring		
One elective course in subject MCA		4
One elective course in subject MCA		4
MCA 693	Internship (Thesis)	4
Credits		12
Total Credits		152